

## SCOTTISH GROCER FEATURE SYNOPSIS

April 2023

### Nicotine

Editorial contact for this feature is

Callum McDade [callum.mcdade@peeblesmedia.com](mailto:callum.mcdade@peeblesmedia.com) 0141 567 6032

Deadline for editorial submission Monday 27<sup>th</sup> February

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as market share, market trends and details of brand activity.*
- *It's always very useful to receive images – 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity.*
- *And please feel free to provide anything else you think is relevant.*

From accessories for cigarettes and roll-your-own options to flavoured vape products, the nicotine category offers a vast array for consumer to choose from. In this feature, we will look at how nicotine categories continue to perform in the convenience channel and ask what more can retailers do to meet consumer demands. We would welcome comments on the following:

- How would you assess the performance of tobacco products in Scottish c-stores? What are the key trends that retailers should be aware of?
- How has the vaping category evolved over the last few years? How has the category matured in the convenience channel and where are the areas of growth? What are the key trends within vaping that retailers should be aware of?
- How are other smoking alternatives such as pouches or other non-smoking options performing in the convenience channel? What steps have been taken to increase knowledge among UK consumers? Why should retailers consider investing in/dedicating space to these products?
- What resources are available to retailers who may wish to better educate themselves and their customers on the nicotine products on the market? What do you think are the key pieces of product knowledge that retailers should be providing to their customers for your category/brand within nicotine?
- How prevalent is illicit trade in tobacco in Scotland? Why should retailers care about illicit trade, what can they do to support efforts to reduce illicit trade and what steps has your firm taken to tackle illicit trade? What about illicit vape products? How prevalent an issue are counterfeit vape products? What steps are brands taking to tackle the illicit vape trade?
- Do you have any NPD or campaigns you would like to shout about?